

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

New Media Firm, The
1322 G Street, SE
Washington, DC 20003

<u>Contract / Revision</u> 966170 /		<u>Alt Order #</u> 06386915
<u>Product</u> VOTERS FIRST		
<u>Contract Dates</u> 10/23/12 - 11/06/12		<u>Estimate #</u> 1786
<u>Advertiser</u> Voters First		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u> 369	<u>Product Code</u> 387
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	11/02/12	11/02/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
N 2	WLWT	10/26/12	11/02/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$1,800.00			
Week:		10/29/12	11/04/12	----1--				1	\$1,800.00			
N 3	WLWT	10/26/12	11/02/12	NBC Today Show	7-9a		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$2,000.00			
Week:		10/29/12	11/04/12	----1--				1	\$2,000.00			
N 4	WLWT	10/29/12	11/05/12	11-1135p M-Su	11-1135p		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00			
Week:		11/05/12	11/11/12	1-----				1	\$2,000.00			
N 5	WLWT	11/05/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	1	\$500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$500.00			
N 6	WLWT	11/05/12	11/05/12	530-6p M-F news	530-6p		:30			NM	1	\$1,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,100.00			
N 7	WLWT	10/29/12	11/05/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,800.00			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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966170 /		06386915
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 11/06/12	VOTERS FIRST	1786
<u>Advertiser</u>		<u>Original Date / Revision</u>
Voters First		10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,800.00			
N 8	WLWT	11/05/12	11/05/12	6-7a news	6-7a		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$1,200.00			
N 9	WLWT	10/29/12	10/29/12	NBC Today Show	7-9a		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00			
N 10	WLWT	10/27/12	11/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$800.00			
Week:		10/29/12	11/04/12	-----1-				1	\$800.00			
N 11	WLWT	10/27/12	11/03/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----1-				1	\$1,200.00			
N 12	WLWT	10/28/12	11/04/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,200.00			
N 13	WLWT	10/28/12	11/04/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$5,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----1				1	\$2,500.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,500.00			
N 14	WLWT	10/25/12	10/25/12	11-1135p M-Su	11-1135p		:30			NM	1	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$2,000.00			
N 15	WLWT	10/25/12	11/01/12	12-1230p M-F news	12-1230p		:30			NM	2	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$500.00			
Week:		10/29/12	11/04/12	---1---				1	\$500.00			
N 16	WLWT	10/25/12	11/01/12	530-6p M-F news	530-6p		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$1,100.00			
Week:		10/29/12	11/04/12	---1---				1	\$1,100.00			
N 17	WLWT	10/25/12	11/01/12	6-7a news	6-7a		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---1---				1	\$1,200.00			

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12 11/04/12 ---1--- 1 \$1,200.00												
N 18	WLWT	10/23/12	10/30/12	11-1135p M-Su	11-1135p		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$2,000.00 Week: 10/29/12 11/04/12 -1----- 1 \$2,000.00												
N 19	WLWT	10/23/12	10/30/12	12-1230p M-F news	12-1230p		:30			NM	2	\$1,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$500.00 Week: 10/29/12 11/04/12 -1----- 1 \$500.00												
N 20	WLWT	10/23/12	10/30/12	530-6p M-F news	530-6p		:30			NM	2	\$2,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$1,100.00 Week: 10/29/12 11/04/12 -1----- 1 \$1,100.00												
N 21	WLWT	10/23/12	10/30/12	6-7a news	6-7a		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 -1----- 1 \$1,200.00 Week: 10/29/12 11/04/12 -1----- 1 \$1,200.00												
N 22	WLWT	10/24/12	10/31/12	6-630p M-F news	6-630p		:30			NM	2	\$3,600.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --1---- 1 \$1,800.00 Week: 10/29/12 11/04/12 --1---- 1 \$1,800.00												
N 23	WLWT	10/24/12	10/31/12	NBC Today Show	7-9a		:30			NM	2	\$4,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 --1---- 1 \$2,000.00 Week: 10/29/12 11/04/12 --1---- 1 \$2,000.00												
Totals											40	\$58,200.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	16	\$22,900.00	\$19,465.00
10/29/12 - 11/05/12	24	\$35,300.00	\$30,005.00
Totals	40	\$58,200.00	\$49,470.00

Signature: _____ **Date:** _____

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